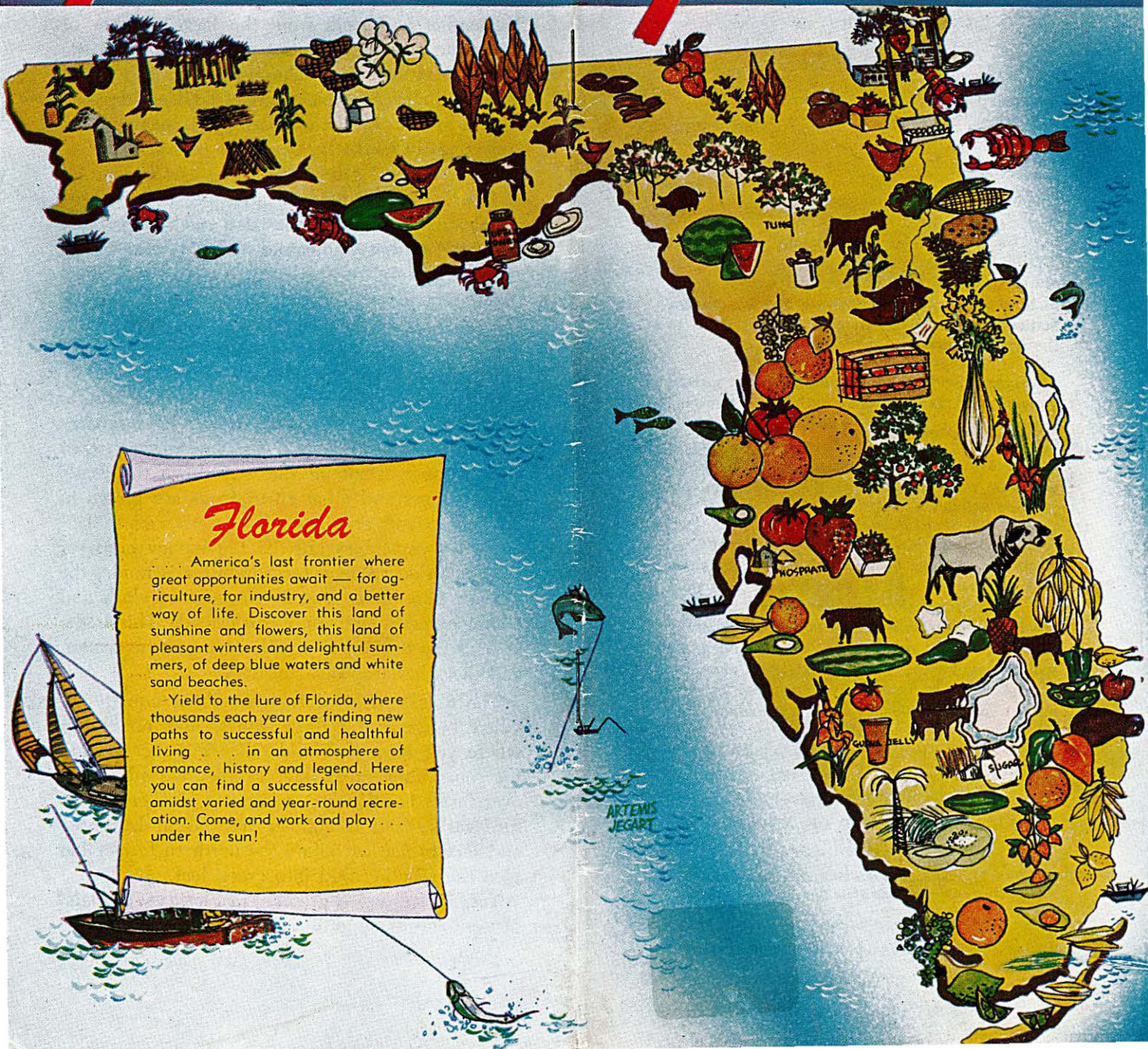
THIS IS Florida

THIS IS Florida



Florida

. . . America's last frontier where great opportunities await — for agriculture, for industry, and a better way of life. Discover this land of sunshine and flowers, this land of pleasant winters and delightful summers, of deep blue waters and white sand beaches.

Yield to the lure of Florida, where thousands each year are finding new paths to successful and healthful living . . . in an atmosphere of romance, history and legend. Here you can find a successful vocation amidst varied and year-round recreation. Come, and work and play . . . under the sun!

Florida Offers -

A consistently delightful climate the year-round . . . an average winter temperature of 70 degrees, an average summer temperature of 78.8 degrees.

Freedom from excessive taxation . . . no state income tax, no state ad valorem tax, no state bonded debt, no tax on homesteads up to the value of $5,000.

Unlimited opportunities in agriculture . . . a temperate climate, an average rainfall of 52.4 inches, fertile soil, early harvests, growing (with few exceptions) every crop known to man, State Farmers Markets and research benefits and service of the State Department of Agriculture and Experiment Stations, and excellent transportation facilities to the nation's markets.

Advantages for business and industry . . . rapidly growing markets with ready outlets and transportation facilities by land, water, and air, within 500 miles of 9,000,000 people plus markets in nearby Latin America, cooperative labor, available raw material, excellent plant sites, and expanding utilities.

A better way of life . . . a healthful climate and salubrious sunshine unsurpassed on this continent, year-round enjoyment of your favorite diversions and recreation, the world's finest accessible beaches, parks and lakes for swimming and boating, bathing, fishing, golf, tennis, riding, and other sports, fine homes, good schools and churches, high standards of community living, and an extra measure of happy, healthful and inexpensive living for all.

FLORIDA DEPARTMENT OF AGRICULTURE
NATHAN MAYO, *Commissioner* TALLAHASSEE

Factual data in this booklet verified by
Research Division, Florida State Chamber of Commerce

This is Florida

FLORIDA is the fastest growing State east of the Rockies. U. S. Census Bureau figures show that from 1940 to 1950 Florida was the third fastest growing state in the nation, with a 46.1% increase in population, a gain of 873,891 persons. Its total population today is approximately 3,200,000.

All over the nation, the people of America are discovering Florida. From 1940 to 1950, 611,344 new residents came to Florida to make their homes in the temperate climate of the Sunshine State — an average of 1,172 new residents every week for the past ten years.

With more healthful sunshine than any state in the nation, and with a year-round temperature of 78.8 degrees, warmed by the Gulf Stream and cooled by the trade winds, Florida offers its citizens a more comfortable and liveable way of life, free from the cold of the North and the heat of the Tropics.

Florida is the land of romance, legend, song and story, as the nation's bards and writers pay tribute

to the magic of Florida. From Stephen Foster's immortal "Way Down Upon the Swanee River," to "Moon Over Miami," "Tallahassee," and "Apalachicola, U.S.A.," the people of America have sung the song of Florida.

Florida is America's last frontier . . . unmatched opportunity for agriculture, industry, and more pleasurable living . . . the land of white sand beaches and clear blue waters . . . rich in historical lore, the land of the conquistadors, of Ponce de Leon, Jackson, and the Seminole Indians . . . a sportsman's paradise . . . an emerald kingdom by southern seas, the Sunshine State . . . FLORIDA!

Ideal for Living

FLORIDA is more than just a fine place to live. Florida is actually a better way of life.

Florida's healthful climate permits enjoyment of your favorite diversions and outdoor recreations 365 days a year, offers fuller use of your leisure time. Outdoor living in balmy winters and mild summers relieves physical tension, makes for a healthier, more interesting life.

Easy accessibility to the thousands of lakes and streams found in every area of the State and to the white sand beaches along the longest coastline in the United States presents unlimited possibilities for family enjoyment. Sun, sand and surf are an unbeatable combination for Florida's children.

The new settler will like the friendly spirit of the people of Florida. In this fast-growing state are to be found residents who have migrated from every state in the nation, people from all walks of life, of large and small income. Once here, newcomers are not strangers for long.

The homeseeker quickly learns what an ideal place he has selected as his new permanent home. Mild winters reduce living costs through great saving in heating of homes, winter clothes, fewer doctor bills and other cold-weather necessities.

Health-giving sun rays, year-round, contribute vitamins for stronger bodies, make our children tanned, healthy and strong.

Fertile soil offers opportunities for home gardens, fresh vegetables, an orange tree in the back yard, the growing of rare and exotic flowers.

The state is well provided with fine churches in every community representing all denominations, and with good schools, among the best in the nation. Florida offers limitless opportunities for cultural and spiritual development. There are fine libraries, concert halls, auditoriums, and art galleries. Florida's spiritual values, its high regard for the importance of education and the welfare of its children are reflected in the high standards of Florida's communities, adhering to the finest traditions of American life.

Florida, the greatest recreation area in the world, the all-year vacation land, is also the nation's best area in which to build a home, raise a family, and bring up the children . . . one of the best places on earth in which to live!

Education

FLORIDA's public officials are constantly alert to the need for continued improvement and growth of the state's educational system so that the youth of Florida will be properly equipped to take their place in the ranks of America's future citizens.

Florida's public school system is among the best in the nation, Florida's teachers are rated high in teacher training, and many of its school buildings are new and modern. Constantly increasing appropriations for education testify to a forward looking leadership in this important field.

Three great state-supported institutions of higher learning, University of Florida at Gainesville, Florida State University at Tallahassee, and Florida A & M University at Tallahassee, offer advanced instruction in practically all fields. Many excellent private educational institutions are located in the State. Among these are Rollins College at Winter Park; University of Tampa and Florida Christian College, at Tampa; University of Miami, at Coral Gables; Florida Southern College, at Lakeland; Barry College, at Miami; John B. Stetson University, at DeLand; and Bethune-Cookman College, at Daytona Beach.

The people of Florida take great interest in, and have good reason to be proud of their excellent schools.

Summertime Florida

FLORIDA is no longer looked upon as only a winter resort state . . . it is truly a year-round state, both for vacationing and settling . . . whether you come for a visit or to stay for a lifetime.

For in summer, as in winter, Florida's weather is most enjoyable, without extremes in heat. Ever-present breezes from the Atlantic and the Gulf of Mexico fan the state, and continuous evaporation of thousands of inland lakes, rivers and streams, breathing an agreeable atmosphere, provide copious showers, pleasant days, cool nights and refreshing sleep.

Yes, Florida is the Sunshine State . . . but figures from the United States Weather Bureau prove that it is often actually cooler and more pleasant in Florida in the summertime than it is in many northern cities such as New York, Washington, Boston and Chicago.

That's why millions of Americans are discovering Florida in the summertime, and coming South, to Florida, to keep comfortable and cool.

Recreation

FLORIDA offers her visitors a wide choice of almost anything on the calendar, from a quiet camp on the bank of a lake where the only sounds are the trickle of water, the sighing of the breeze and the call of the birds, to the exciting night life of the larger resort cities.

Florida offers a vivid, colorful and lush panorama of scenic wonders and attractions, year-round recreational facilities, extending from one end of the state to the other, a happy recreation land where outdoor fun is always in season.

Resort towns and cities compete with each other in providing entertainment and community recreation programs are organized throughout the state.

Florida's modern network of straight and safe highways lead to many enchanted points of interest in this historic and scenic state . . . magnificent beaches, velvet green fairways, sparkling surf, thrill-a-minute fishing, polo, badminton, shuffleboard, racing, hunting, waterskiing, historical sites, state parks, protected forests, natural wonders, mammoth springs and gardens filled with exotic flowers and tropical growth, and a people who have fun in the sun . . . this and more, in Florida.

Fishing Paradise

EVERYBODY goes fishing in Florida.

With 8,426 miles of easily accessible shore line and more than 30,000 lakes and numerous rivers, you'll find that the fishing is fine wherever you drop your line and that you're never more than a few minutes from a good fishing spot in Florida.

More than 600 varieties of fish are found in Florida's waters, from the giant large-mouth bass, favorite of fresh-water fishermen, to the elusive and fighting sail-fish and silver tarpon. Sportsmen come from all over the world to pit their skill against Florida's sport fish, the finest to be found in any waters.

Fishing camps, fishing boats, deep sea craft, and fishing docks are in abundance and many cities provide special fishing areas for children, some within the city limits and specially stocked for the youthful anglers.

Florida is truly a mecca for those devoted to the rod and reel and well deserves its reputation as a fisherman's paradise.

Hunting

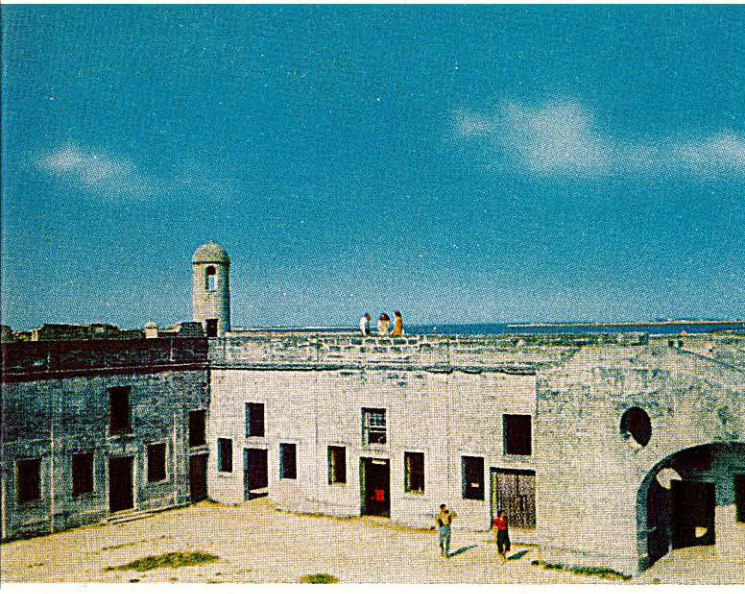
FLORIDA is a paradise for wildlife, with wild turkey, duck and geese, quail and dove, and abundant game to be found in many parts of the state.

In the state's forests and undeveloped areas, easily accessible from any point in Florida, can be found deer, bears, foxes, wildcats, 'coons, 'possums, and squirrels.

In the vastness of the unexplored Everglades daring hunters stalk panther and other game in America's last tropical wilderness. Here, awaiting the hunter, is nature in the raw.

And in the open sections and in the fields, quail and dove offer the hunter ample opportunity to display his skill and sportsmanship. Ducks are to be found on many of the lakes and rivers and geese are plentiful at points along the north Gulf Coast.

Florida leads the Southeast in the amount of land open to managed public hunting, with 1,691,000 acres located in all sections of the state. These lands are continually being stocked with new game and there is a steady increase in the number of deer and wild turkey and other game to be found in Florida's fields and forests.



Historical Florida

FLORIDA is rich in historical lore and boasts many fascinating landmarks, memorials to a colorful, interesting and turbulent past.

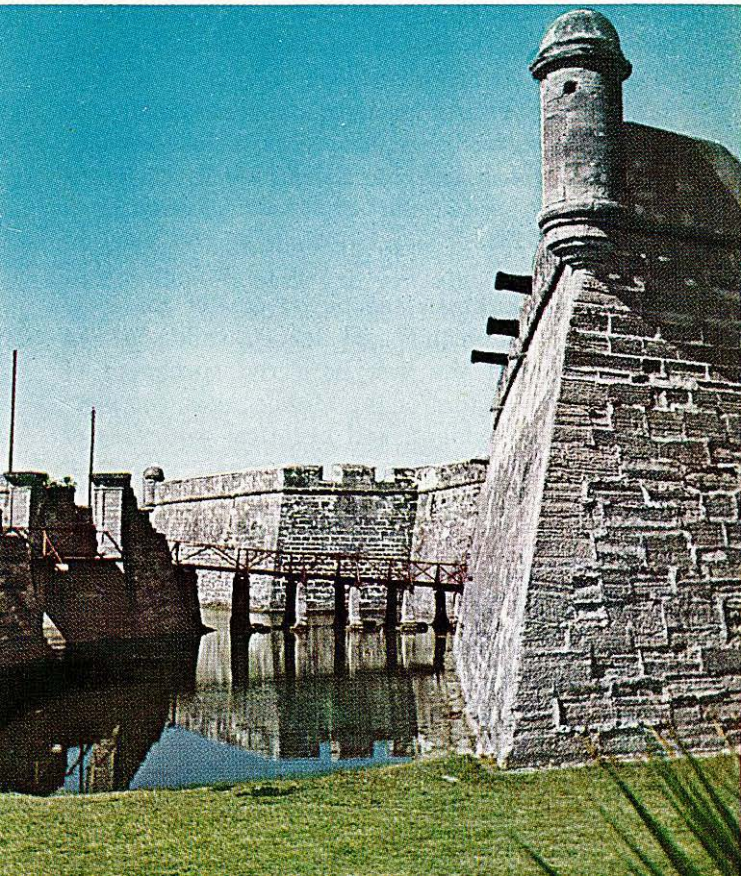
The discovery of Florida by Ponce de Leon, who landed near what is now St. Augustine on April 2, 1513, and his search for the fabled Fountain of Youth, have become part of the story of America, symbolic of Florida's glorious past and exciting future.

Here in Florida is the oldest city of the New World, St. Augustine; old fort Castillo de San Marcos, one of the best preserved specimens of military architecture of the Middle Ages, complete with torture chamber; and historical evidences of the travels and discoveries of famous explorers of the New World, Hernando De Soto, Panfilo de Narvaez, Tristan De Luna. Forty-three years before the first English settlement at Jamestown, the French planted the first Protestant settlement in Florida on the banks of the St. Johns.

Andrew Jackson fought the Indians in Florida, played a part in making the land of flowers and sunshine a part of his country and later became its first governor under American rule.

Seminole Indians still live here and Indian names have become part of the language of Florida, the names of rivers, cities and towns; the city of Alachua from the Indian term meaning "grass" or "marshy," Okaloosa County from Choctaw words "oka" and "lusa" meaning black water; Palatka meaning "crossing of river"; Welaka, "chain of lakes"; Suwannee, from "sawni" meaning "echo"; Wakulla meaning "mystery"; Kissimmee, meaning "happy hunting grounds."

History speaks in Florida – Battle of Olustee Monument near Macclenny; Fort Barrancas at Pensacola, built in 1787; Gorrie monument at Apalachicola, for the inventor of artificial ice; Colin Kelly Monument at Madison; historic Fort Clinch at Fernandina; Gamble Mansion at Ellenton, refuge of Judah P. Benjamin, Secretary of State of the Confederacy; old Spanish ruins; and still-unexplored Indian mounds, evidence of an early civilization.



Bird Life

More than 3,000 varieties is the estimate placed on the number of flowering plants grown in the Land of Flowers. Probably the full name given to this region by Ponce de Leon, when he landed near what is now St. Augustine, on April 2, 1513, was Tierra Florida – land of flowers. But he could have no conception of the vast range of floral beauty he had discovered, nor the aptness of the name given.

From the gorgeous royal poinciana to the hibiscus, which blossoms without ceasing, on down to the tiniest wild flower that hides its head in the thick grasses of the Everglades, Florida offers a panorama of floral beauty that is unexcelled.

The Everglades National Park, covering the extreme southern tip of Florida, holds surprises almost without number to the winter visitor. Rare air plants, that attach themselves to the stately trees, unfold their beautiful blossoms in artistic beauty.

Dr. David Fairchild has stated: ". . . nowhere in all my experience have I seen a greater number of orchids or more magnificent specimens than abound in the hammocks of southern Florida." Dr. Fairchild has introduced more than 20,000 exotic plants in Florida.

From Old Man Pelican, that homely creature, immortalized in limerick, to the tiny hummingbird, whose flight is too swift to be followed by the human eye, Florida is hostess to millions of birds.

The first bird sanctuary in the United States was established on Pelican Island, near Sebastian,

Florida, March 14, 1903. The world famous and awe inspiring sanctuary at Bok Tower, near Lake Wales is said to be one of the most beautiful spots in the United States.

According to Audubon, the mocking bird, Florida's State Bird — is the most beautiful singer in all birddom. It not only imitates but composes, and has been known to change its song eighty-seven times within seven minutes — a record unequalled.

In the extreme southern part of the State the rare birds have their homes and hold their conventions. Cranes stalk majestically through the shallow waters of the Everglades darting their long necks swiftly at some tidbit that swims near.

The colorful flamingo, whose beautiful red and pink plumage resembles an immense rose from a distance, is almost extinct but can still be found. The lacy feathers of the white egret offer a pleasant contrast to the more colorful birds. The snowy plumage of the white ibis makes the trees, from a distance, look like that beautiful bush, the snow ball. But you will have to see them to enjoy them.

Points of Interest

Florida's modern highway system with its wide, smooth and safe roads, devoid of difficult driving obstructions, provides one of the major recreations in the form of magic trails which carry the traveler safely, comfortably and speedily to every section of this enchanted, historic and interesting peninsular state.

Many find their greatest relaxation and recreation behind their steering wheels visiting these historic and scenic spots, or picnicking in picturesque places where primeval settings of ancient oaks and towering pines, or sub-tropical vegetation and palms set a fascinating stage on which the imagination recreates dramas of olden days, or where nature's beauty and splendor carries one away. Pleasant byways, too, offer an interlude of peace and quiet far from the rushing throngs of the din and clamor of 20th century civilization. Following is a listing of many worthwhile points of interest:

ALABAMA
GEORGIA
ATLANTIC OCEAN
GULF OF MEXICO
SCENIC and PICTURESQUE
Florida
FOLLOW the sunshine state's network of modern highways to every traditional and enchanted point of interest in this historic and scenic peninsula.
Yield to the lure of the playground of America, fascinating resort of pleasant winters and delightful summers. Visit its many and different beaches stretching over the longest coast line of any other state. Enjoy a sports program almost without parallel for variety. Drop your line into some of the world's greatest fishing waters.
Drive comfortably over wide, safe roads to Florida's state parks, game preserves, federal forests, natural wonders, mammoth springs, and gardens filled with rare, exotic flowers and tropical growth.
Leisurely travel the shaded, pleasant byways offering peace and rest and in imagination re-create the romantic days of the first conquistadors.
He who comes once comes again with his friends and Florida's visitors multiply from year to year.
PENSACOLA
TALLAHASSEE
JACKSONVILLE
ST. AUGUSTINE
DAYTONA BEACH
ORLANDO
TAMPA
ST. PETERSBURG
MIAMI
MIAMI BEACH
KEY WEST
Overseas Highway

STATE PARKS

Florida Caverns State Park.....Marianna
Myakka River State Park.....near Sarasota
Highlands Hammock State Park.....near Sebring
O'Leno State Park.....near High Springs
Hillsborough River State Park.....near Tampa
Gold Head Branch State Park.....Keystone Heights
Fort Clinch State Park.....near Fernandina
Torreya State Park.....on Apalachicola River near Bristol
Hugh Taylor Birch State Park.....Ft. Lauderdale
Little Talbot Island State Park.....near Jacksonville
Manatee Springs State Park.....near Chiefland
Killearn Gardens.....Tallahassee
St. Andrews State Park.....near Panama City
Collier-Seminole State Park.....Collier County
Tomoka State Park.....near Daytona Beach

HISTORIC MEMORIALS

Olustee Battlefield Monument.....Olustee
Dade Memorial Park.....Bushnell
Gamble Mansion.....Ellenton
Madira Bickel Mound State Monument....Manatee County
State Constitution Convention Monument.....Port St. Joe
Confederate Monument.....DeFuniak Springs
Battle of Natural Bridge Monument.....Woodville
Battle of Marianna Memorial.....Marianna
Bulow Ruins and Plantation.....Flagler County
Addison Blockhouse.....Volusia County
Ormond's Tomb.....Volusia County
Turtle Mound.....near New Smyrna Beach
Historic Sugar Mill Ruins.....New Smyrna Beach
Yellow Bluff Fort.....New Berlin
Gorrie Historic Memorial.....Apalachicola
Green Mound.....Daytona Beach
Yulee Mill Historic Site.....Homosassa

NATIONAL PARKS

Everglades National Park

STATE FORESTS

Myakka (near Sarasota).....Manatee and Sarasota Counties
Pine Log (near Panama City)...Bay & Washington Counties
Cary (near Baldwin).....Nassau and Duval Counties
Blackwater River (near Milton).....Okaloosa and Santa Rosa Counties

GARDENS

Cactus Gardens.....Avon Park
Caswell Orchid Gardens.....St. Petersburg
Cypress Gardens.....Winter Haven
Dupree Gardens.....Tampa
Eagle Nest Gardens.....Clearwater
Eureka Springs Botanical Gardens.....Tampa
Everglades Reptile Gardens.....Bonita Springs
Fairchild Tropical Gardens.....Miami
Gerbing's Azalea and Camellia Gardens.....Fernandina
Florida Botanical Gardens.....Sebring
Idylwyld Gardens.....Winter Haven
Jungle Gardens.....Sarasota
Kraft Azalea Gardens.....Winter Park
Marine Gardens.....Belleair
McKee Jungle Gardens.....Vero Beach
Meade Botanical Gardens.....Winter Park
Miami Zoological Gardens.....Miami
Mountain Lake Sanctuary.....Lake Wales
Old Spanish Mission Sugar Mill and Gardens...Port Orange
Orchid Jungle.....Naranja

GARDENS *(continued)*

Oriental Gardens ..... Jacksonville
Palmetum ..... Coconut Grove
Rainbow Tropical Gardens ..... Boynton Beach
Ravine Gardens ..... Palatka
Turner's Sunken Gardens ..... St. Petersburg
Venetian Gardens ..... Leesburg
Walmsley Gardens ..... St. Petersburg

FAMOUS SPRINGS

Silver Springs ..... Ocala
Rainbow Springs ..... Dunnellon
Wakulla Springs ..... near Tallahassee
Weekiwachee Springs ..... Brooksville
Green Cove Springs ..... Green Cove Springs
Sanlando Springs ..... near Orlando
DeLeon Springs ..... DeLand
Sulphur Springs ..... Tampa
Salt Springs (near Ocala) ..... Marion County
Juniper Springs (near Ocala) ..... Marion County
Alexander Springs ..... Lake County
Blue Springs ..... Marianna

NATIONAL MONUMENTS

Castillo de San Marcos ..... St. Augustine
DeSoto National Memorial ..... Tampa
Fort Matanzas ..... near St. Augustine
Fort Jefferson ..... Garden Key, Dry Tortugas

NATIONAL FORESTS

Ocala ..... between Ocala and Daytona Beach
Osceola ..... in Columbia and Baker Counties
Apalachicola ... from Tallahassee to the Apalachicola River

FLORIDA SCENIC ATTRACTIONS

Ribault Monument ..... Mayport
Oriental Gardens ..... Jacksonville
Keystone Oak ..... Jacksonville
Stowe Lodge ..... Mandarin
Alligator Farm (Casper's Alligator Jungle) .... St. Augustine
Oldest Schoolhouse ..... St. Augustine
Fountain of Youth ..... St. Augustine
Oldest House ..... St. Augustine
Villa Zorayda ..... St. Augustine
Lightner Museum of Hobbies ..... St. Augustine
Plaza De La Constitution ..... St. Augustine
Spanish Treasury ..... St. Augustine
Fatio House ..... St. Augustine
Old Curiosity Shop ..... St. Augustine
Le Leche Shrine ..... St. Augustine
Marine Studios ..... Marineland
Ravine Gardens ..... Palatka
Reptile Institute ..... Silver Springs
Silver Springs ..... Silver Springs
Spanish Mission Sugar Mill and Garden ..... Port Orange
Old Fort Excavations ..... New Smyrna
Ruins of Old Spanish Mission ..... New Smyrna
Turtle Mound ..... New Smyrna
The Big Cypress ..... Sanford
Research Studio and Art Gallery ..... Maitland
Meade Botanical Garden ..... Winter Park
Sanlando Springs Tropical Park ..... Orlando
McKee Jungle Gardens ..... Vero Beach
Norton Art Gallery ..... West Palm Beach
Colee Monument ..... Fort Lauderdale
Anthropoid Ape Research Foundation ..... Dania
Wildwood Bird Farm ..... Dania
"Nikko" Sightseeing Boats ..... Miami Beach

FLORIDA SCENIC ATTRACTIONS

Musa Isle Seminole Indian Village.....Miami
Miami Zoological Gardens.....Miami
Fairchild Tropical Gardens.....Miami
Tropical Hobbyland.....Miami
Hialeah Park.....Miami
Lost Lake Caverns.....Coral Gables
Matheson Hammock.....Coconut Grove
Parrot Jungle.....South Miami
Rare Bird Farm .....Kendall
Miami Serpentarium.....Kendall
Monkey Jungle.....Goulds
Rock Gate.....Homestead
Key West Aquarium.....Key West
Southernmost House in U. S. A.....Key West
Oldest House.....Key West
Everglades Reptile Gardens.....Bonita Springs
The Shell Factory.....Bonita Springs
Edison Winter Home .....Fort Myers
Sarasota Lido.....Sarasota
Sarasota Jungle Gardens.....Sarasota
Ringling Art Museum.....Sarasota
Circus Winter Quarters.....Sarasota
Braden Castle.....Bradenton
South Florida Museum.....Bradenton
Zoological Park.....Bradenton
Gamble Mansion (Judah P. Benjamin Memorial)...Ellenton
Cactus Gardens.....Avon Park
Singing Tower.....Lake Wales
Spook Hill.....Lake Wales
St. Anne Shrine.....Lake Wales
Cypress Gardens.....Winter Haven
Florida Wild Animal and Reptile Ranch.....St. Petersburg
Earl Gresh Wood Parade.....St. Petersburg
Turner's Sunken Gardens.....St. Petersburg
Peacock Farm.....Clearwater
Dupree Gardens.....Tampa
DeSoto Oak.....Tampa
Ybor City (Tampa's Latin Section).....Tampa
Greek Sponge Exchange.....Tarpon Springs
Turpentine Still and Plantation.....Brooksville
Homosassa Springs.....Homosassa Springs
Venetian Gardens.....Leesburg
Rainbow Springs.....Dunnellon
Floating Islands, Orange Lake.....McIntosh
Florida State Museum.....Gainesville
Stephen Foster Memorial.....White Springs
State Geological Museum.....Tallahassee
Wakulla Springs.....Wakulla Springs

FLORIDA'S POPULATION AND AREA BY COUNTIES

(Federal Census 1950)

COUNTY	Population	Area In Acres
Alachua	57,026	622,080
Baker	6,313	372,480
Bay	42,689	557,440
Bradford	11,457	186,240
Brevard	23,653	820,480
Broward	83,933	778,240
Calhoun	7,922	365,440
Charlotte	4,286	513,920
Citrus	6,111	396,800
Clay	14,323	394,880
Collier	6,488	1,267,208
Columbia	18,216	505,600
Dade	495,084	557,440
DeSoto	9,242	403,840
Dixie	3,928	469,760
Duval	304,029	545,280
Escambia	112,706	485,760
Flagler	3,367	323,200
Franklin	5,814	448,320
Gadsden	36,457	341,120
Gilchrist	3,499	226,560
Glades	2,199	480,000
Gulf	7,460	416,000
Hamilton	8,981	330,240
Hardee	10,073	406,400
Hendry	6,051	737,920
Hernando	6,693	314,880
Highlands	13,636	698,240
Hillsborough	249,894	790,400
Holmes	13,988	316,800
Indian River	11,872	336,000
Jackson	34,645	602,240
Jefferson	10,413	382,080
Lafayette	3,440	350,720
Lake	36,340	736,640
Lee	23,404	652,800
Leon	51,590	452,480
Levy	10,637	737,920
Liberty	3,182	528,000
Madison	14,197	455,680
Manatee	34,704	450,160
Marion	38,187	1,039,360
Martin	7,807	368,640
Monroe	29,957	1,245,440
Nassau	12,811	417,280
Okaloosa	27,533	634,240
Okeechobee	3,454	487,040
Orange	114,950	635,520
Osceola	11,406	954,880
Palm Beach	114,688	1,717,760
Pasco	20,529	492,160
Pinellas	159,249	275,200
Polk	123,997	1,274,880
Putnam	23,615	524,800
St. Johns	24,998	444,160
St. Lucie	20,180	386,560
Santa Rosa	18,554	736,640
Sarasota	28,827	378,240
Seminole	26,883	222,080
Sumter	11,330	366,080
Suwannee	16,986	438,400
Taylor	10,416	668,800
Union	8,906	158,720
Volusia	74,229	794,240
Wakulla	5,258	385,980
Walton	14,725	677,120
Washington	11,888	383,979
The State	2,771,305	

AGRICULTURAL

Florida

Here in Florida is one of the world's most productive agricultural areas: fertile, tillable soil growing almost every crop known to man and yielding great varieties of vegetables, in summer and winter, many types of citrus, tropical fruits and berries.

Our citrus production leads the world — more than the combined total production of California, Texas and Arizona.

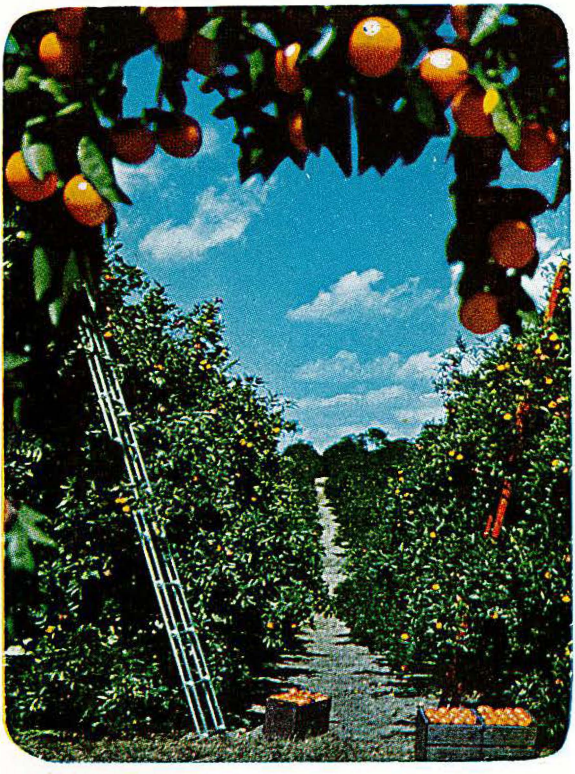
Florida is one of the fastest growing beef producing states in the nation. Its poultry, egg and dairying growth is rapid and the future bright with great opportunity for expansion to meet the needs of its own fast growing population.

Our fine system of state farmers' markets, experimental stations and marketing service is diligent in helping our people to produce and market more efficiently and profitably.

Yet the greater portion of Florida's tillable soil awaits cultivation and new horizons for profit and happy living on Florida farms can be yours.

We invite you to live, plant, and prosper in Florida — the land of agricultural opportunity!

Nathan Mayo
COMMISSIONER OF AGRICULTURE



Citrus

FLORIDA leads the world in citrus production — Citrus Gold — and Florida orange juice has become a standby on menus across the nation, for better health, refreshment, and better living.

A greater volume of citrus fruit is sold in the United States today than all other major fruits including apples, peaches, pears and grapes, and Florida's production of citrus exceeds the total combined orange and grapefruit production of the remaining principal producing states.

In the season of 1952-53 the Florida citrus crop was close to 110 million boxes, each box being equal to 1 3/5 bushels. The past five-year average in citrus production was 100 million boxes a year, representing an estimated gross value of $212,473,-000 . . . and continually increasing. The estimated

value of Florida's investment in more than 462,000 acres of citrus groves is more than $500,000,000, and gives employment to some 100,000 persons. A citrus grove is brought into bearing within a period of five to six years, with a normal life span of 30 to 50 years, and more and more fertile Florida land is being cleared and reclaimed for the production of this valuable product – citrus gold.

Fresh fruit, fruit juices, and concentrate – these three fields of citrus production, all prospering because of a wide public acceptance of the refreshing and health-giving Vitamin C qualities of Florida citrus, make citrus one of the backbones of Florida's economy.

Besides oranges and grapefruit, lime production is becoming increasingly important as a fresh fruit and for use in lime concentrates. Tangerines are becoming more and more popular as a fresh fruit and are also used in the concentrate industry. Florida is the nation's major source of tangerines. Many other varieties of citrus fruits and tropical fruits are grown, some in smaller quantities for home consumption, many for marketing.

South Florida is the only place in the United States with a suitable climate for growing such tropical fruits as the avocado, mango, guava, Hindu papaya, litchi fruit, and coconut.

Vegetables

IF CITRUS is the King of Florida's agriculture, its vegetables qualify as the Queen, ranking second in Florida in total agricultural income.

The mild year-round temperatures, ample rainfall, abundant sunshine, long growing seasons and responsive, fertile soil, provide in Florida a greater crop yield and more crops each year than are expected or experienced in most other states.

Many parts of Florida are suitable for the successful cultivation of several different kinds of vegetables, with 62 types of vegetables produced throughout the State.

The matchless climate of Florida not only provides the farmer with excellent growing conditions, but permits him to produce early crops and place his product on northern markets when there is a scarcity and prices are high. Florida leads the nation in the production of winter vegetables and the high crop yields of the black rich muck lands of South Florida's Lake Okeechobee farming area are phenomenal. Here is produced some of the tallest sugar cane in the world, and several plantings on the same field each year. The largest sugar mill in the United States is located at Clewiston.

High commercial quantities of beans, potatoes, radishes, carrots, turnips, mustard, turnip greens, celery, lettuce, corn, cabbage, peas, squash, eggplant, peppers, tomatoes, broccoli, onions, cauli-

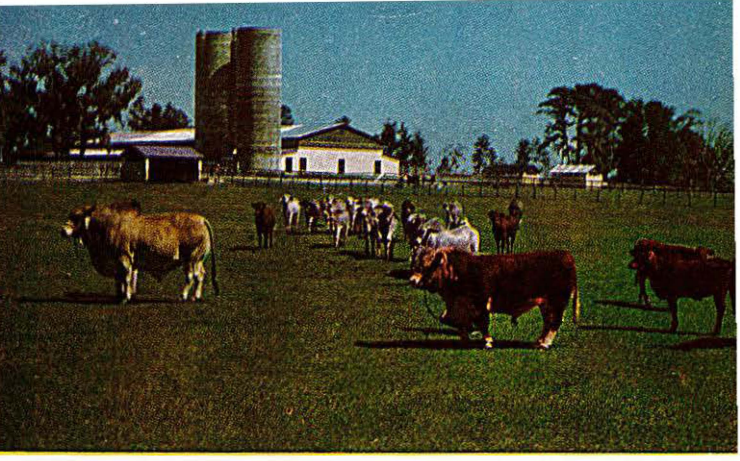
flower, spinach, rutabagas, okra, cucumbers, chicory, collards, and field peas are shipped annually to northern markets. Strawberries are an important crop and early watermelons provide a large and profitable crop throughout Florida. Peanuts, watermelons and tobacco are the big money crops in North Florida.

Crops from Florida have ready access to the great population centers of the East and Midwest by truck, rail, water and air freight. Thousands of tons of Florida grown produce are on retail store counters in the largest market zones in one to three days after harvesting.

The State Department of Agriculture operates twenty-two farmers' markets, in agricultural areas throughout the state, including the largest farmers' market in the country under one roof. Practically every farm crop, including livestock, poultry and eggs, can be sold by the Florida farmer at one or more of these conveniently located State markets.

Here at these markets farmers transact their business direct with buyers on a cash basis. Reports from larger market centers are received by teletype at the principal vegetable state markets. In the last fiscal year these markets handled a gross volume of farm produce totaling over $47,307,000. Florida was the first state to provide this important service for its farmers.

The gross value of vegetables and miscellaneous fruits, excluding citrus, for 1952-53 season was $157,145,000.



Livestock

FLORIDA ranks 13th among the beef producing states of the nation. Swine production brings to Florida an annual income of about $25,000,000, and dairying, with an annual milk production of 100,000,000 gallons presents almost unlimited opportunities. Florida's extensive range lands, long grazing season and the absence of winter hazards join forces to make Florida one of the fastest growing cattle states in the nation.

Today, with 1,662,000 head, Florida offers rich and great opportunities for cattlemen. Successful breeds in Florida include Brahman, Aberdeen-Angus, Herefords, Shorthorns, Polled Shorthorns, Red Polls, and Devons.

Approximately 1,100,000 acres of pastureland have been improved for cattle, with other millions of acres awaiting development and a potential of additional millions of head of cattle. Ninety-nine large meat packing plants are butchering locally fattened beef and there are 30 livestock auction markets, and five cooperative sales, with each handling from $500,000 to $2,000,000 in sales annually.

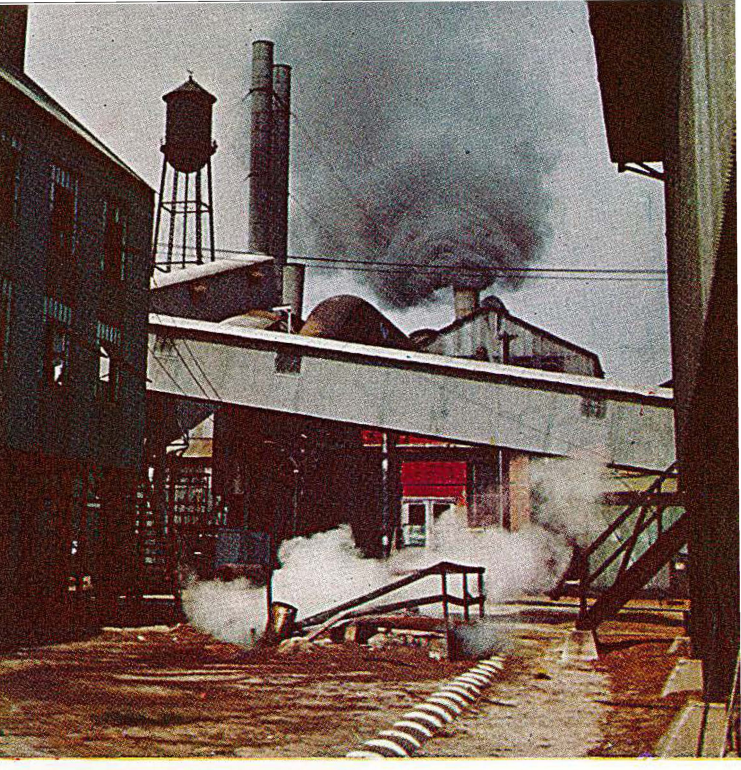
Rapid gains in population and millions of tourists spell out great opportunities in dairying despite Florida's present milk production which in 1952 had a farm value of over $40,000,000.

Forestry

FLORIDA, with 328 species, leads all Southern States in variety of native trees. Texas is second with 198, North Carolina third with 166.

Vast forests of pine, oak and other trees, both hard and soft woods, are found throughout the entire state, affording retreats for game and rare birds, restful contemplation and exploration for the visitor, and a multi-million dollar industry.

Florida's forests occupy 22,000,000 acres and the yield of production of lumber, pulpwood and naval stores was valued at $310,000,000 in 1951. Ninety per cent of the world's supply of turpentine and rosin is produced in the U. S. and one-fourth of this is produced in Florida.



Industry

FLORIDA, the fastest growing state east of the Rockies, offers unparalleled opportunities for profitable industrial and business investments, and industry has now become an integral part of the state's three-cornered economy of Tourism, Agriculture, and Industry.

Industrial activity in Florida extends over a wide range, from ships and paper, to cigars, food, and novelties. The long list of products manufactured in Florida, for sale here and throughout the world, includes, among many others, building materials, brooms, truck trailers, communications equipment, glass, frozen and other food products, machines, containers, clothing, hardware, paint, chemicals and furniture.

The most recent figures show a total of 3731 plants in Florida, an increase of 53 per cent above the total of 1976 plants recorded in the 1949 census.

In 1951 a total of $207,671,865 was spent for

new plants and plant expansion in Florida. And equipment and plans for many millions of dollars of new factories are underway. The recent discovery of uranium in Florida adds to the forecasts of unprecedented industrial development of the state.

According to reports from the United States Department of Commerce, Florida ranks first in the nation in new businesses incorporated, gaining 71 per cent in a five-year period. In 1952 manufacturing plants in Florida had a payroll of $331,000,000 making them the state's second largest private employer group. Latest figures available show that in 1952 Florida's 14 deep-water sea ports handled $247,400,000 worth of cargo in foreign trade alone – a 22 per cent increase over 1950, as Florida ranks first in the southeast in terms of water-borne commerce. In one recent year Florida handled 48 per cent of the nation's aerial exports, based on dollar value, and 58 per cent of aerial imports, based on weight.

So Florida, with rapidly growing markets, ready outlets, its proximity to the great Central and South American consumers, adequate transportation facilities, cooperative labor, available raw materials, excellent plant sites, and adequate facilities, moves forward in industry as industry prospers in Florida.

AGRICULTURE IS GROWING *in Florida*

AGRICULTURE is Florida's second most important industry, with an annual production value of $507,-211,000, but the full potential of Florida's farming capacity is a long way off and the state remains one of the few remaining farming frontiers.

In Florida, the land of abundant sunshine and ample rainfall, good earth and accessible markets, there is plenty of room for farmers to live, plant, and prosper. Here, the nation's last frontier, is the land of agricultural opportunity.

Here are new horizons for profit and happy living on the farm, made possible through continued scientific experimentation, practical application of crop diversification, and the full facilities of the State of Florida, which recognizes the importance of agriculture to the state's economy.

Here in Florida, with few exceptions, is every crop known to man, 62 varieties of vegetables, 72 types of Florida fruits, 16 varieties of citrus fruits, 11 different kinds of luscious berries.

Here in Florida are areas where more than one crop a year may be produced on the same field.

Here in Florida is the nation's largest winter vegetable farming area, 60 varieties of vegetables harvested during the winter months for shipment to northern markets.

Here in Florida is the world's largest celery development at Sanford; the world's largest winter strawberry market at Plant City; the world's largest commercial watermelon producer at Monticello.

Here in Florida are such diversified crops as tobacco, cotton, corn, peanuts, oats, watermelons, potatoes, berries, pecans, tung nuts, citrus, cab-

bage, tomatoes, strawberries, ramie, beans, collards, escarole, rice, cucumbers, kale, grapes, beets, and eggplant.

In North Florida, the prevailing farm produce is tobacco, corn, cotton, peanuts, oats, watermelons, potatoes, berries, pecans, tung nuts, livestock and poultry, plus various legumes and feed crops. Turpentine and resin from the large number of slash pine forests in the area provide another large source of farm income. Pulpwood also is supplied to paper mills. Sizeable tracts of land are devoted to tung groves and the oil extracted from tung nuts finds a ready market in the paint industry.

In the Central Florida area, the greater portion of farm land is planted in citrus groves but there are also many farms emphasizing truck crops, such as celery, cabbage, tomatoes and potatoes. Large areas of pastureland in the St. Johns River Valley, the Kissimmee Valley and in the region of Lake Okeechobee are devoted to cattle raising. Strawberries and early watermelons provide a large and profitable crop for farmers in Central Florida.

In addition to the Central Florida area, extensive citrus groves are found in the Indian River section of the east coast, the lower west coast and to some extent all the way down the State. Persian limes and other citrus fruits are grown in the Homestead area.

Winter vegetables are the big money crops of South Florida. A new farm industry is ramie, the wonder fibre plant that is woven into cloth and whose by-products supply cattle feed. This is the area of the tropical fruits, the mangoes, avocados, and the other tropical delicacies.

The State's 57,000 farms are about equally divided between the three zones, and no matter where you farm in Florida there's a money crop for you. Many areas offer competitive advantage over farms in other states because your crops mature earlier and oftentimes have been harvested and sent to market before the northern farmer has seen the seedling bud into green leaf.

Yes, Agriculture is growing in Florida – the land of agricultural opportunity!